

Credibility Builders

Media mentions

Client list

Length and range of experience

Licenses, certifications, degrees

Awards

Affiliations, memberships, codes

Work samples, portfolio, case studies

Demo

Results

Contact information

Background information from reliable sources

Head off objections

Examples

Congruence and consistency

Social proof:

- Testimonials and endorsements

- User ratings and reviews

- Survey

- Numbers

- Top Sellers